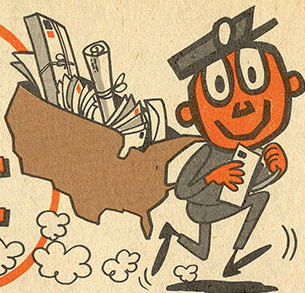


MAIL

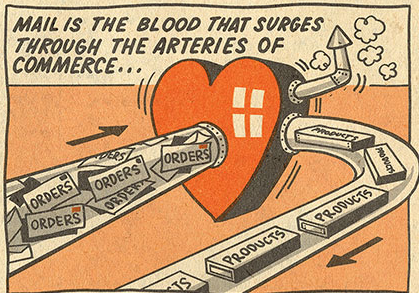
MOVES THE COUNTRY

ZIP CODE

MOVES THE MAIL



*MAIL IS THE BLOOD THAT SURGES
THROUGH THE ARTERIES OF
COMMERCE...*



*... THE TIE THAT BINDS
FAMILIES AND FRIENDS*



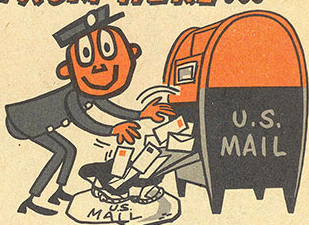
*AND MR. ZIP'S MODERN POST
OFFICE DEPARTMENT
MAKES IT POSSIBLE*



**REMEMBER TO MAIL EARLY IN
THE DAY BEFORE PLANES, TRAINS
AND TRUCKS LEAVE**



**YOUR LETTER GOES
FROM HERE...**



**...RIGHT TO
THE POST
OFFICE**

**WHERE IT
IS CANCELLED,
SORTED AND
SACKED...**



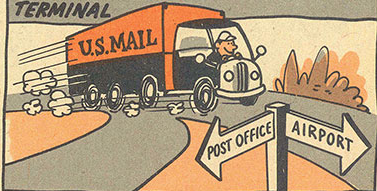
**... WITH OTHER MAIL
GOING TO THE SAME
ZIP CODED AREA**



**IN SOME LARGE POST OFFICES,
EQUIPMENT READS AND SORTS
MACHINE PRINTED ZIP CODED
ADDRESSES ON LETTERS**



**LARGE VOLUMES OF BUSINESS MAIL
ALREADY PRESORTED BY THE CODES
BYPASS THE POST OFFICE AND GO
STRAIGHT TO THE TRANSPORTATION
TERMINAL**



**THEN IT'S ON
ITS WAY...**



**ZIP CODED MAIL
GOES IN A STRAIGHT
LINE TO THE
SECTIONAL CENTER
OR LARGE POST
OFFICE NEAREST
ITS DESTINATION**



**NEXT STOP, THE LOCAL
POST OFFICE WHERE
A LETTER CARRIER
PICKS IT UP FOR
DELIVERY...**

**...TO THE
PROPER
ADDRESS**



**REGULAR POSTAGE
PLUS ZIP CODE...
THAT'S ALL
IT TAKES**



**Don't tie up
mail service**



**MAIL EARLY IN THE DAY
AND USE**

ZIP CODE